ABSTRACT OF THE DISCLOSURES

Comprising: an IC tag 110 attached to a product 100, which memorizes data that indicates a storage location of information related to a product and a code that identifies the product; and a product information acquisition apparatus 120, which reads out data indicating the storage location of the information related to the product from the IC tag 110, acquires the information related to the product from servers 140, 150 and 160 based on the read out data showing the storage location of the information related to product, and displays content of the information related to the product.